

Section 8
**Target
Sites**



As part of the planning process, several “Target Sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide plan. These sites have been categorized under two headings: “Initial Priority Sites” and “Other Important Sites.”

INITIAL PRIORITY SITES

These sites are presented as initial priority sites because they represent the two primary recommendations of the Strategic Guide: (1) the need to create a “heart” for North Long Beach and (2) the conversion of existing blighted and underused commercial corridors to residential areas.

The North Long Beach “Village Center”

As described in the Area-Wide Plan section of the Strategic Guide, it is envisioned that the area around the intersection of Atlantic Avenue and South Street be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself. Community reaction to this idea at both workshops was very positive.

Two phases are presented for the “Village Center.” Phase A proposes less intensive development, while Phase B proposes more intensive development.

Phase A is a near-term alternative, while Phase B could be implemented over the long term. If a revitalized business district results from the implemented components of Phase A, some or all of Phase B components may not be required. In both scenarios, pedestrian-oriented retail uses should be located along street frontages and parking, pocket parks, and community facilities should be added wherever possible. Both phases assume streetscape and sidewalk improvements both in the Village Center itself as well as along all of the Atlantic Avenue corridor.



*Existing conditions on Atlantic Avenue at South Street
West Side*



*Existing conditions on Atlantic Avenue at South Street
East Side*

“Village Center” Phase A

Phase A proposes a minimal amount of intervention and relies primarily on the existing character of the area for its success. The key components of Phase A are five shared parking areas (shown in gray), two new small retail developments (shown in blue) and the rehabilitation and upgrade of existing commercial structures (outlined in yellow).

Two parking areas are recommended for development at the intersection of Atlantic Avenue and 56th Street. Each of these lots would accommodate between 40-50 vehicles and would require the removal of existing, albeit underused, commercial structures. A shared parking facility is also recommended for the southeast corner of the intersection of South Street and Linden Avenue. This lot could accommodate approximately 50 cars.

Two new, modern retail structures are proposed. One such facility is located on the southeast corner of Atlantic and South and would replace the existing gas station. This retail building would mirror the existing pedestrian-scale buildings on the west side of Atlantic Avenue and create additional building mass at the corner of the two arterials. An opportunity to create a signature, identifiable building in this location exists. Such a building would help in setting apart the Village



Center from other commercial nodes within North Long Beach. Another new retail building would be developed on the east side of Atlantic Avenue, between 59th and South Street and would replace an existing private parking lot. Surface parking would be provided for each of the two new retail facilities.

Rehabilitation of existing retail structures, including façade and structural improvements, is recommended. An opportunity to integrate new retail development with existing structures should also be pursued.

Streetscape improvements that enhance the pedestrian character of the area and connections to parking areas are also recommended. Specific recommendations for street trees, lighting, street furniture and other pedestrian amenities are detailed in the North Long Beach Public Works Master Plan.

Positives and negatives of this development option for this Phase are as follows:

Positives

- No removal of existing housing units.
- New, modern retail space.
- Added parking for existing commercial areas (net gain of approximately 100 spaces).
- Development of new street-oriented retail space.
- Rehabilitation programs implemented for existing structures.

Negatives

- No gain of housing units (missed community need and market opportunity).
- Minimal, mostly cosmetic actions may result in little real long-term change.



“Village Center” Phase B

Phase B proposes increased intervention and relies on considerable new retail development and new public uses as contributing factors to the success of the “Village Center.” All of the key components of Phase A are maintained in Phase B; however two significant projects have been added.

A large, new modern retail facility is proposed to replace existing vacant structures on the west side of Atlantic Avenue between South Street and 59th Street. Significant parking serving this facility is proposed for areas stretching back to Linden Avenue. It is envisioned that this new facility would be oriented towards Atlantic Avenue and would allow for street-front uses such as cafes and restaurants with outdoor seating.

Also proposed is a new community facility for the southeast corner of 59th Street and Atlantic Avenue. An expanded North Branch Library would be the preferred community facility at this location. A proposed expanded North Branch Library located at this location would better serve the population of North Long Beach under the library system’s one-mile radius standards and this site has been very well received by the general public. A larger shared surface parking lot is also proposed for areas between this proposed facility and Lime Avenue. Public use development at this site, such as a library, should not preclude the development of appropriate



and preferred commercial land uses. In this case, an alternate library site, preferably within walking distance, should be identified

Rehabilitation of existing retail structures is recommended. Opportunities to integrate the new retail development with existing structures along Atlantic Avenue should also be pursued.

Also as with Phase A, streetscape improvements that enhance the pedestrian character of the area and connections to parking areas are also recommended

An alternative option for development in the Village Center would be to develop a mixed-use development with ground floor retail and residential units on upper floors. This type of development integrated into the Village Center is illustrated to the right and could be located at the northwest corner of Atlantic and South Street. The benefits to this type of development is that residents of the housing units provide vitality to commercial areas; however, parking requirements are higher and therefore development costs are higher.

Positives and negatives associated with Phase B are as follows:

Positives

- Added parking (net gain of approximately 300 spaces).
- Development of new community use (potential library site).
- New development of street-oriented retail space.
- Potential for creation of a unique place that serves as a destination and community core for North Long Beach residents.
- Potential net gain of 30-40 housing units.
- Rehabilitation programs implemented for existing structures.
- Critical mass of activity that would induce a significant change from status quo.
- A unique mixed-use project could create a focal point for activity and act as a catalyst for redevelopment of surrounding buildings.
- Potential creation of additional population through development of housing units in order to “activate” street uses.

Negatives

- Minimal removal of existing housing units on adjacent streets.
- Higher subsidy costs for development.
- Potential added residential densities (under mixed-use scenario).



Historic Core: Market and Long Beach Boulevards

The structures near this intersection comprise the historic core of North Long Beach and were the original downtown of Virginia City, the name by which North Long Beach was formerly known. It is recommended that the historical significance of the area be maintained in its redevelopment and revitalization. Conversely, historic preservation activities bolster and enhance revitalization potential. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking. These recommendations are consistent with recommendations made in the Public Works Master Plan.

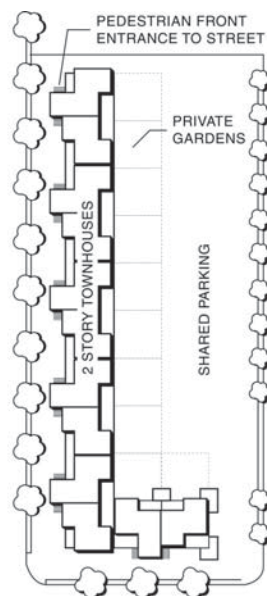
Housing on Major Commercial Corridors

One of the primary land use changes that will radically change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This serves two objectives: (1) existing blighted commercial areas are removed and (2) an overarching need for housing in Long Beach is obtained. It is recognized that busy arterial roadways are not the most ideal location for residential uses; however, it is also acknowledged that these areas provide some of the last area of land available for residential development and that with proper site and building design, the negative aspects of housing on arterials can be mitigated. Site plan and development options are presented for three commercial corridors in North Long Beach. Detailed development cost and financial analysis is presented in Appendix 1.

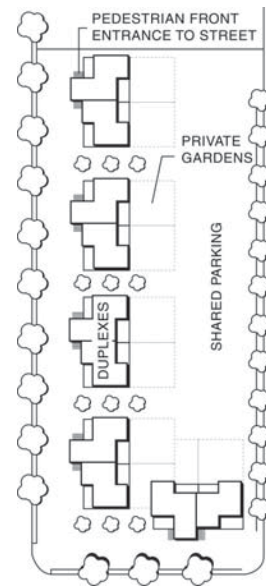
Atlantic Avenue between Harding and Del Amo (Excluding commercial areas at South Street and Market Street)

Two development options are proposed. Each assumes a high quality housing product with adequate parking and the incorporation of open space. The development of housing in this area would achieve several goals, including the removal of existing blighted residential and commercial properties along Atlantic Avenue. Housing in this area would also provide additional population and street activity to bolster the proposed Village Center. Additional opportunities for family-oriented housing within the community would be created.

**Example of
Recommended
Townhouses
Site Plan**



**Example of
Recommended
Duplexes
Site Plan**



**Examples of
Recommended
Townhouses &
Duplexes Housing
Product**



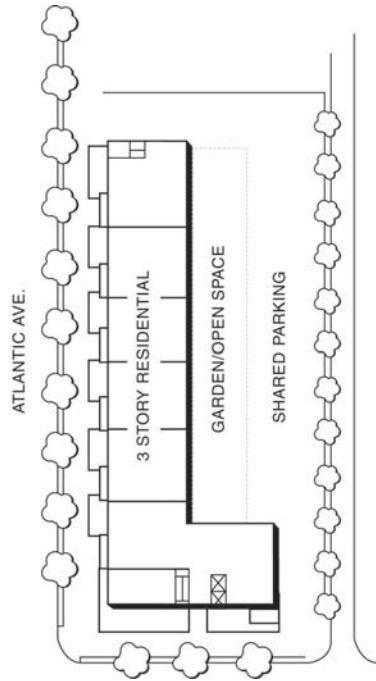
One housing option in this area is high quality townhouses or duplexes. This type of housing product would incorporate gated, secure surface or structured shared parking as well as private gardens. The housing product presented in the site plans below are envisioned to encompass one-half block of development. It is recommended that development occur in at least half-block segments. Some half blocks could be developed as community open space or as community facilities.

Another option for housing in this area is high quality very small (2-3 story) multi-family buildings. These would be multi-family buildings much smaller than typical large apartment buildings that currently exist in North Long Beach, such as those across Atlantic Avenue from Jordan High School. Owner-occupied units are recommended. This type of housing product would incorporate gated, secure surface or structured shared parking as well as private gardens. As with proposed duplexes and townhouses, the housing product presented in the site plans on the following page are envisioned to encompass one-half block of development with some half blocks developed as community open space or as community facilities.



8 Target Sites

*Example of
Recommended
Small Apartment
Building
Site Plan*



*Examples of
Recommended
Small Apartment
Building Housing
Product*

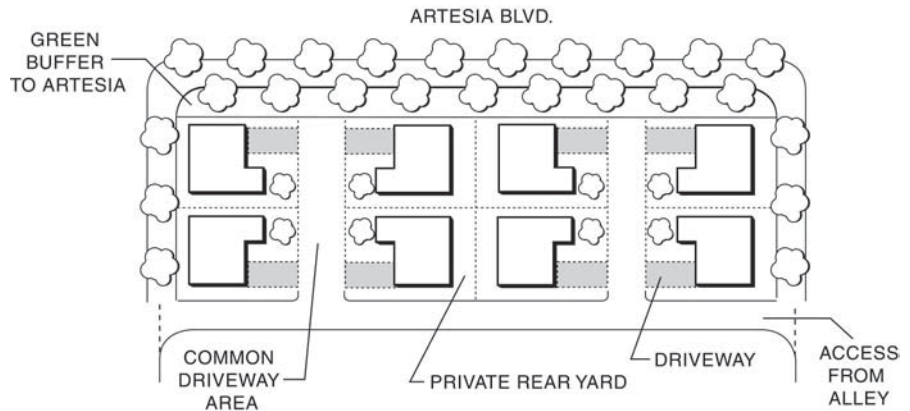


Artesia Boulevard between Atlantic Avenue and Cherry Avenue

This area of Artesia Boulevard offers two significant opportunities for residential development. First, the wide street and relatively deep lots allow for more opportunities to develop housing on the corridor that is separated from the traffic flows on Artesia Boulevard. Secondly, existing land uses along Artesia are typically blighted and marginal. Removal of these uses would be an improvement to the overall aesthetics and character of the Artesia Boulevard corridor.

It is recommended that housing along Artesia Boulevard be detached single-family housing oriented perpendicular to the streets thus creating common space between units. The existing alley would be used as a private shared driveway and a ten foot greenway would be created between Artesia Boulevard and the residential units.

Example of Recommended Single-Family Residential Site Plan



Example of Recommended Single-Family Residential Housing Product

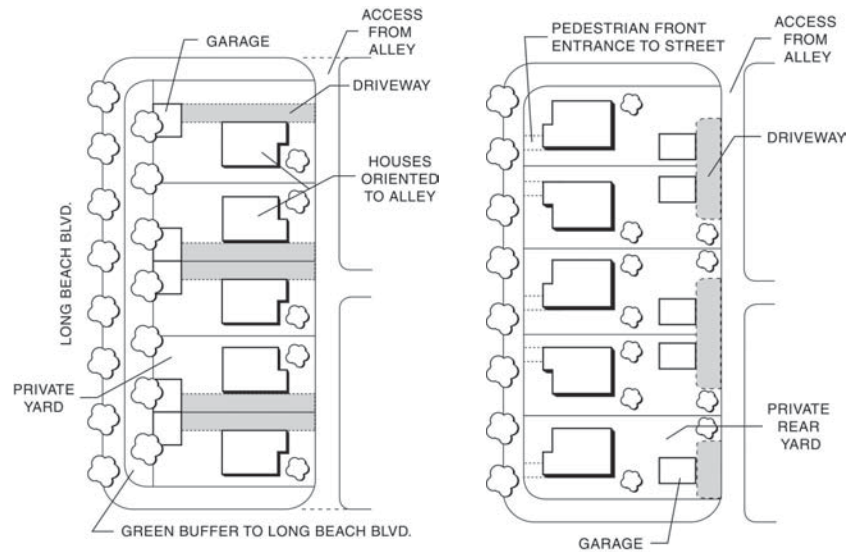


Long Beach Boulevard north of I-710

The existing single-family homes along this corridor already lend the area an opportunity for continued development as single-family homes.

It is recommended that housing along Long Beach Boulevard be detached single-family housing oriented either towards Long Beach Boulevard or towards a closed alley and to the existing single family neighborhoods adjacent to the commercial corridor. The Renaissance Walk residential development on Atlantic Avenue in Long Beach is an ideal model for the type of development proposed here.

Example of Recommended Single-Family Residential Site Plans



Example of Recommended Single-Family Residential Housing Product



OTHER IMPORTANT SITES

Several other locations in North Long Beach were identified as development and redevelopment opportunity sites in North Long Beach. Initiatives for many of these sites are being undertaken by parties outside of the scope of this Strategic Guide. All of the recommendations for these sites, if fulfilled, can act as catalysts for achieving the goals of the Area-Wide plan. These sites are as follows:

Commercial Areas

Artesia Boulevard & Atlantic Avenue

This important gateway to North Long Beach should remain a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the northeast corner of the intersection. The visual quality of the area requires improvement due to its function as a gateway; significant greening and streetscape improvements are recommended. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

K-mart at Cherry Street and Market Street

The K-mart corporation has submitted site plans for the improvement and expansion of this important community facility. Concurrent with the redevelopment of the K-mart property, adjacent commercial uses on the west side of Cherry Avenue should be consolidated into the commercial properties on the northeast corner of the intersection and replaced with housing or open space.

Atlantic Avenue pedestrian areas in Bixby Knolls

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road exhibit the characteristics of village-type pedestrian areas. Street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area, including a streetscape, urban design and façade improvement program, as well as a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location continue as a “center” for residents of Bixby Knolls.

Former Homebase Store

It is recommended that another large-scale tenant be solicited for this site. Home improvement stores or other “big box” retailers are recommended.

Residential Areas

Multi-Family Areas near Artesia Boulevard and Paramount Boulevard

In order to improve this dense issue-plagued and physically isolated neighborhood, maintenance and upgrade of existing residential uses is recommended through a concerted effort of meeting with property owners in order to outline a strategy for upgrade. Also, some existing residential uses should be selectively removed and replaced with neighborhood mini-parks/open space in order to decrease densities and to provide recreational use areas.

Andy Street

It is recommended that the City and Agency continue to work with the existing property owners to develop a series of to-be-determined strategies for the overall improvement of the area.



Industrial Areas***Former Builder's Emporium / Hi-Lo Site***

Consistent with recommendations made in this document for industrial uses at this site, an opportunity may exist for the development of this site as a privately owned public storage facility. Due to potential contamination issues and the location of the site adjacent to other industrial uses, residential, public or community uses are not an appropriate option.

SCE Corridors along the Los Angeles River

Consistent with recommendations made in this document, Southern California Edison is currently in the process of marketing some of these sites for development as light industrial. Areas should be converted to low-impact light industrial as opportunities arise.

